

PICTORIAL REVIEW FIRST

*with over TWO MILLION MONTHLY CIRCULATION,
the largest ever achieved by any woman's magazine*

FIRST—by the judgment of over 2,000,000 women

FIRST—by the judgment of whole groups of states

FIRST—by the judgment of literary critics

FIRST—by the overwhelming fact of Pictorial Review's amazing growth to a circulation never before achieved by any woman's magazine

AND advertisers are availing themselves increasingly of this alert and loyal circulation built on satisfying a real and vital need—the most responsive type of market.

For the first 8 months of 1922, Pictorial Review shows the largest advertising gain of any woman's magazine. For October alone the gain over October 1921 is \$250,000.

Pictorial Review's growth to leadership

February, 1912	600,000	. . .	5th among women's magazines
February, 1918	1,386,261	. . .	2nd among women's magazines
October, 1921	1,899,576	. . .	1st among women's magazines
February, 1922	1,927,905	. . .	1st among women's magazines
March, 1922	2,013,859	. . .	1st among women's magazines
April, 1922	2,065,612	. . .	1st among women's magazines

The December 1921 Circulation Statements showed that in U.S. circulation Pictorial Review led the second largest woman's magazine by 123,164 copies, the third largest by 400,000.

PICTORIAL REVIEW

Over Two Million Circulation